What is claimed is:

5   1.   A method for displaying on a screen an interactive
electronic program guide (IPG) comprising the steps of:
        displaying a plurality of televison program listings
in a first area of the screen as a grid of two-dimensional cells,
the displayed grid having a plurality of channels displayed in
10   a first dimension and time displayed in a second dimension;
        displaying an action control glyph in a second area of
the screen;
        selectively marking one of the cells corresponding to
one of the displayed plurality of channels;
15   activating the action control glyph responsive to a
user command; and
        responsive to the activation of the action control
glyph, rotating the grid of two-dimensional cells so that the one
of the displayed plurality of channels is displayed in the second
20   dimension and time is displayed in the first dimension.

        2.   The method of claim 1 further comprising the step of
displaying a title of a program in each cell.

25   3.   The method of claim 1 wherein the displayed rotated
grid includes an additional cell on the time dimension displaying
an additional program for the displayed channel.

        4.   The method of claim 1 further comprising the steps of
30   displaying a second action control glyph in the second area and
activating the second action control glyph to rotate the grid of
two-dimensional cells back to its original format so that the
plurality of channels are displayed back in the first dimension
and time is displayed back in the second dimension.

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5.   The method of claim 1 further comprising the step of displaying a contextual help window and displaying contextual help data associated with an interactive area in the contextual help window as the cursor moves to the interactive area.

6.   The method of claim 5 wherein the contextual help window is displayed in a fixed location within the IPG.

7.   The method of claim 5 wherein the step of displaying contextual help data comprises of displaying text data for informing a user of actions that can be done.

8.   The method of claim 1 further comprising the step of displaying a video window within the IPG for a currently-tuned television program.

9.   The method of claim 1 further comprising the step of displaying a video window within the IPG for a future-scheduled television program.

10.   The method of claim 2 further comprising the step of selecting a title of a program from the displayed grid and recording the selected program when it is telecast.

11.   The method of claim 2 further comprising the step of selecting a title of a program from the displayed grid and tuning to the selected program when it is telecast.

12.   The method of claim 1 further comprising the step of accessing a related Internet site from the IPG.

13.   The method of claim 1 further comprising the step of purchasing a pay-per-view channel.

14.   The method of claim 1 further comprising the step of purchasing a merchandise.

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15.   An interactive electronic program guide (IPG) displayed on a screen comprising:
        a plurality of televison program listings displayed in a first area of the screen as a grid of two-dimensional cells,
10   the displayed grid having a plurality of channels displayed in a first dimension and time displayed in a second dimension;
        an action control glyph displayed in a second area of the screen;
        an input device for selectively marking one of the
15   cells corresponding to one of the displayed plurality of channels and activating the action control glyph responsive to a user command; and
        a display processor for rotating the grid of two-dimensional cells so that the one of the displayed plurality of
20   channels is displayed in the second dimension and time is displayed in the first dimension responsive to the activation of the action control glyph.

16.   The IPG of claim 15 wherein the input device is one or
25   more of a keyboard, a remote controller, a pointer device, and a voice activated device.

17.   The IPG of claim 15 wherein each cell includes a title of a program.

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18.   The IPG of claim 15 wherein the displayed rotated grid includes an additional cell on the time dimension displaying an additional program for the displayed channel.

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19.   The IPG of claim 15 further comprising a second action control glyph displayed in the second area to rotate the grid of 5 two-dimensional cells back to its original format so that the plurality of channels are displayed back in the first dimension and time is displayed back in the second dimension.

20.   The IPG of claim 15 further comprising a contextual 10 help window to display contextual help data associated with an interactive area as the cursor moves to the interactive area.

21.   The IPG of claim 20 wherein the contextual help window is displayed in a fixed location within the IPG.

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22.   The IPG of claim 20 wherein the contextual help data is text data for informing a user of actions that can be done.

23.   The IPG of claim 15 further comprising a video window 20 displayed within the IPG for displaying a currently-tuned television program.

24.   The IPG of claim 15 further comprising a video window within the IPG for displaying a future-scheduled television 25 program.

25.   The IPG of claim 16 further comprising means for selecting a title of a program from the displayed grid and recording the selected program when it is telecast.

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26.   The IPG of claim 16 further comprising means for selecting a title of a program from the displayed grid and tuning to the selected program when it is telecast.

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27. The IPG of claim 15 further comprising an Internet connection for accessing a related Internet site from the IPG.

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28. The IPG of claim 15 further comprising means for purchasing a pay-per-view channel.

29. The IPG of claim 15 further comprising means for
10 purchasing a merchandise.

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